

WHAT IS CLAIMED IS:

1. A broadcast receiver comprising:
a receiving unit for selecting a channel and for receiving broadcasting;
a controller for controlling channel selection by the receiving unit and for detecting a reception log;
a storage unit in which the detected reception log is recorded; and
an interface for transmitting the reception log read from the storage unit to an external computer.
2. A broadcast receiver according to Claim 1, wherein said at least one reception log stored in the storage unit is transmitted to the external computer every predetermined period.
3. A broadcast receiver according to Claim 1, wherein the controller records the reception as the reception log in the storage unit only when the receiving unit continuously receives the same channel or the same program for a predetermined period or longer.
4. A broadcast receiver according to Claim 1, wherein the controller records, as the reception log, at least the

channel received by the receiving unit or program identification information and reception period information in the storage unit.

5. A broadcast receiver comprising:

a receiving unit for selecting a channel and for receiving broadcasting;

a controller for controlling channel selection by the receiving unit and for detecting a reception log; and

a mounting section on which a removable storage unit with a computer interface is mounted;

wherein, by mounting the storage unit on the mounting section, the reception log detected by the controller is recorded in the storage unit; and

by mounting the storage unit on an external computer, the computer reads the reception log from the storage unit.

6. A broadcast receiver according to Claim 5, wherein, the controller records the reception as the reception log in the storage unit only when the receiving unit continuously receives the same channel or the same program for a predetermined period or longer.

7. A broadcast receiver according to Claim 5, wherein the controller records, as the reception log, at least the

channel received by the receiving unit or program identification information and reception period information in the storage unit.

8. A viewing/listening information computing method comprising the steps of:

obtaining a reception log of at least one broadcast receiver and recording the reception log in a database;

recording program information concerning a broadcast program in the database; and

reading the reception log and the program information from the database and computing viewing/listening information which is information concerning viewing and/or listening.

9. A viewing/listening information computing method according to Claim 8, wherein:

the reception log includes at least a channel received by the broadcast receiver or program identification information and reception period information; and

the viewing/listening information to be computed comprises an audience rating for a predetermined channel or program.

10. A viewing/listening information computing method

according to Claim 8, wherein:

the reception log includes at least a channel received by the broadcast receiver or program identification information and reception period information; and

the viewing/listening information to be computed comprises a non-viewing/non-listening rating for a predetermined channel or program.

11. A viewing/listening information computing apparatus comprising:

reception state management means for obtaining a reception log of at least one broadcast receiver;

a database in which the obtained reception log and program information concerning a broadcast program are recorded; and

viewing/listening information management means for computing viewing/listening information which is information concerning viewing and/or listening based on the reception log and the program information read from the database.

12. A viewing/listening information computing apparatus according to Claim 11, wherein:

the reception log includes at least a channel received by the broadcast receiver or program identification information and reception period information; and

the viewing/listening information to be computed comprises an audience rating for a predetermined channel or program.

13. A viewing/listening information computing apparatus according to Claim 11, wherein:

the reception log includes at least a channel received by the broadcast receiver or program identification information and reception period information; and

the viewing/listening information to be computed comprises a non-viewing and/or non-listening rating for a predetermined channel or program.